1. INTRODUCTION

The Central Coast Region of California encompasses the counties of Santa Cruz, San Benito, Monterey, San Luis Obispo, and Santa Barbara. Although the region has seen the implementation of some basic technology-based strategies or intelligent transportation systems (ITS) applications, there has not been a comprehensive, systematic look at ITS opportunities until now. This effort to develop an ITS Strategic Deployment Plan (Strategic Plan) is part of a comprehensive undertaking by the Central Coast partner agencies to map out and coordinate ITS opportunities.

The primary objective of the Strategic Plan is to help the Central Coast counties to define their transportation-related needs in the region. Then, with this foundation firmly in-place, to identify potential ITS solutions that mitigate/address the identified problems. Interested stakeholders from Federal, State, and Local agencies as well as the private sector were involved in developing this well-rounded plan. The development of the Strategic Plan was an ideal opportunity to re-evaluate and incorporate needs identified by the stakeholders, the existing plans, and future opportunities into a region-wide integrated system. Several current initiatives within the region, particularly projects with an emphasis on traffic surveillance and management, traveler information, and incident management, point to the need for further emphasis in these areas with strong ties to regional integration.

1.1 STRATEGIC PLAN OUTLINE

The Central Coast ITS Strategic Deployment Plan consists of three (3) separate volumes. This was done to more easily target the intended audiences as well as provide more detailed information on topics of strategic importance. These volumes are as follows:

- Volume I - ITS Strategic Plan
- Volume II - ITS Project Implementation Guide
- Volume III - Project Documentation

The following sections provide a more detailed description of each.

1.1.1 Volume I – ITS Strategic Plan

The Strategic Plan is intended to be a roadmap on what ITS projects or technology-based strategies should be implemented in the Central Coast. Section 1 describes the concept of ITS, how the Strategic Plan was developed, and the overall vision for ITS deployment in the region. Within Section 2, a detailed description of existing conditions in the five-county Central Coast Region is presented as it relates to the potential application of ITS. Section 3 discusses the proposed regional approach to ITS, including the overall vision and recommended ITS Projects that fit within that vision. Within Section 4, a description of how all of the various ITS Projects fit together to form a regional architecture is presented. Section 5 describes how we plan to go about implementing ITS. This is important because ITS involves computer and electronic technologies that sometimes require slightly different approaches to implementation than the more traditional transportation strategies.

Exhibit 1.1 illustrates the organization of this Strategic Plan in a simple graphic. The sections are organized in the general framework in which the ITS strategic planning process was conducted. Section 2, "Where Are We Now?" identifies transportation problems, needs, and opportunities in the Central Coast. Section 3, "Where Are We Going?" provides an overall ITS vision and strategy. Section 4, "How Does It All Fit Together?" presents the Regional ITS Architecture. Section 5, "How Will We Get There?" provides a set of implementation principles and actions. Each of these steps will be discussed in greater detail in their respective sections.

1.1.2 Volume II – ITS Project Implementation Guide

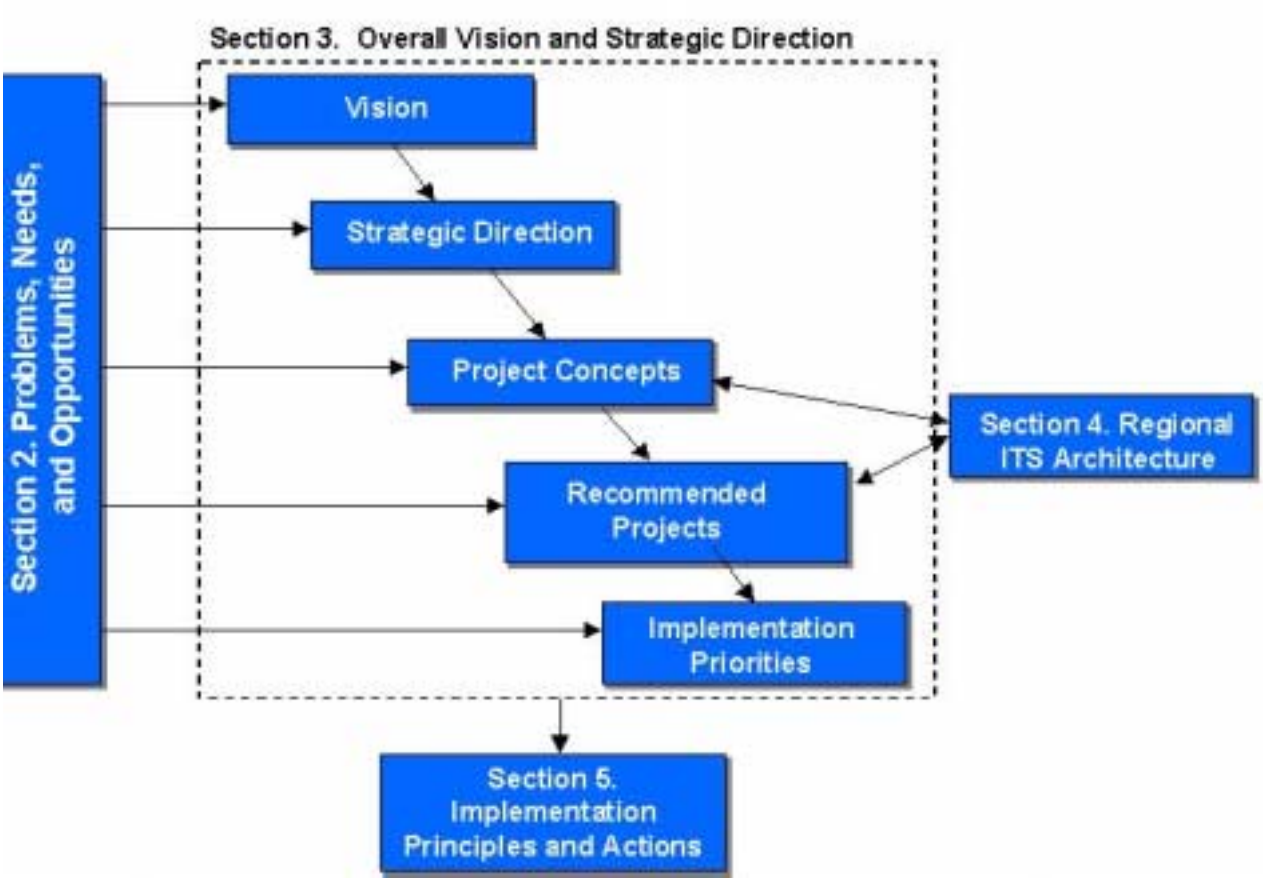
This stand-alone document provides interested agencies with a set of tools to assist in the successful execution of an ITS Project. There are considerations in project definition, planning, architecture development, technology selection, purchasing, contracting, operations and maintenance, and training involved with the implementation of an ITS Project that may be new to Agency staff. Therefore, it provides general guidance in these areas necessary to take ITS Projects from the Strategic Plan level to a successful deployment.

1.1.3 Volume III – Project Documentation

This stand-alone document contains other working papers and reports that were produced earlier in the project. They are provided in order to allow the reader easy access to resources that

provide greater detail regarding existing problems and issues in the Central Coast as well as a look at the initial approach taken to identify ITS Projects that meet user needs.

Exhibit 1.1 – The ITS Strategic Planning Process and its Relationship to Sections in the Strategic Plan



1.2 WHAT ARE INTELLIGENT TRANSPORTATION SYSTEMS?

A commonly accepted definition for ITS is:

> **"The application of advanced sensor, computer, electronics, and communication technologies and management strategies to increase the safety and efficiency of the surface transportation system."**

This definition encompasses a broad array of both techniques/processes and systems/technologies that can help roadway and transit system operators to perform their job better and more easily. While this definition may sound extremely "high tech", individual ITS

elements can vary greatly in their complexity and sophistication. In fact, there are already examples of working ITS technologies and applications within the Central Coast Region. Examples include:

- Interconnected traffic signal control systems to improve traffic flow
- Roadside motorist aid call boxes that provide emergency and roadside assistance to motorists
- Closed circuit TV (CCTV) cameras that help roadway operators to identify and respond to accidents more quickly
- Changeable message signs (CMS) that provide motorists with roadway condition information to aid in their travel decisions

Although the Central Coast's ITS installations are limited in terms of both type of application and geographic coverage to what is occurring in larger metropolitan areas, they point to a trend of increased use of technology for transportation in a wide variety of settings, both urban and rural.

ITS systems/technologies are being developed to improve mobility and safety of travel throughout the United States. Some of the main objectives of ITS are to:

- Obtain maximum use from our substantial investment in the transportation infrastructure (both roadway and transit)
- Make travel safer and more convenient
- Improve staff productivity in the day-to-day management of the transportation system

ITS can be viewed simply as good management of our transportation resources.

ITS can be viewed simply as good management of our transportation resources by improving productivity and efficiency. ITS is somewhat different from other types of transportation improvements because it emphasizes enhancement of travel along the existing infrastructure, and is not a mode of travel itself. Some ITS applications will involve the deployment of equipment along the public right-of-way. Some will rely upon available communication systems such as the Internet, radio, and television. Others will be implemented in vehicles and sold by private companies. This ITS Strategic Plan is mainly concerned with those technologies that may be implemented through the public sector or where the public sector shares responsibility with the private sector. There are a number of terms that are used in this Strategic Plan to convey certain concepts. A list of basic concepts and terminology can be found in Appendix A – ITS Terms.

1.3 ITS BENEFITS AND SUCCESSES – WHAT CAN WE EXPECT?

The implementation of ITS over the last few years has led to significant benefits such as reductions in vehicle emissions and fuel consumption, time savings, accident reduction, improved transit customer services, and enhanced roadway capacity. In May 1999, the Federal Highway Administration (FHWA) published "Intelligent Transportation Systems Benefits: 1999 Update", which chronicled improvements from ITS operational tests and limited deployments as previously presented in "Intelligent Transportation Infrastructure Benefits: Expected and Experienced (January, 1996). Highlights of the benefits noted in those publications are provided in Exhibit 1.2. Refinements in the improvement estimates can be expected as the number of ITS implementations continues to grow in California and elsewhere.

The benefits highlighted in Exhibit 1.2 are drawn primarily from ITS applications that were implemented in larger metropolitan areas. However, many of these same systems may have applications within the Central Coast Region. For example, freeway and incident management systems may be appropriate for highly congested freeway corridors such as State Route (SR) 1 and SR 17 in Santa Cruz and US 101 in Santa Barbara. Traffic signal system improvements may be applicable for a number of arterial corridors in urban areas throughout the Central Coast. Traveler information applications may take many forms, and may provide benefits to travelers throughout the region. In corridors such as SR 17 in Santa Cruz, information systems can provide commuters with information on congestion levels and incidents. Along SR 1 south of Carmel or SR 154 in Santa Barbara County, these systems may be valuable in informing tourists about road closures that require use of alternative routes. Of course, the actual benefits achieved for the Central Coast in the application of any of these systems will depend on a number of factors, such as levels of congestion and characteristics of the transportation network.

Exhibit 1.2 - Representative ITS Benefits

Freeway Management Systems Benefits *(Ramp Metering)*	
Freeway Travel Time	**Decrease 20% to 48%**
Freeway Travel Speed	**Increase 8% to 60%**
Freeway Capacity	**Increase 3-5%**
Accident Rate	**Decrease 15% to 50%**
Fuel Consumption	**Decrease fuel used in congestion 41%**
Traffic Signal System Benefits *(Coordinated Signal Systems and Traffic Surveillance Systems)*	
Travel Time	**Decrease 8% to 20%**
Travel Speed	**Increase 14% to 22%**
Vehicle Stops	**Decrease 22% to 41%**
Delay	**Decrease 15% to 44%**
Fuel Consumption	**Decrease 6% to 12%**
Emissions	**Decrease Carbon Monoxide (CO) emissions 5% to 13%**
	Decrease Hydrocarbon (HC) emissions 4% to 10%
Incident Management Program Benefits	
Incident Clearance Time	**Decrease 8 minutes for stalls**
	Decrease roadside assistance response time 5-7 minutes
Travel Time	**Decrease 10% to 42%**
Fatalities	**Decrease 10% in urban areas**
Traveler Information System Benefits *(Kiosks)*	
Travel Time	**Decrease 17 minutes (20%) in incident conditions**
	Decrease 8% to 20% for equipped vehicles
Delay	**Decrease up to 1900 vehicle-hours per incident**
Fuel Consumption	**Decrease 6% to 12%**
Emissions	**Decrease Volatile Organic Compounds (VOC) 25% from affected vehicles**
	Decrease HC emissions 33% from affected vehicles
	Decrease Nitrous Oxide (No_x) emissions 1.5% from affected vehicles
Transit Management System Benefits *(Automated Vehicle Location Systems)*	
Travel Time	**Decrease 15% to 18%**
Service Reliability	**Increase 12% to 23% in on-time performance**
Security	**Decrease incident response time to as little as one minute**
Cost Effectiveness	**45% annual return on investment**

Adapted from: "Intelligent Transportation Infrastructure Benefits: Expected and Experienced", FHWA, 1996

1.4 WHAT IS THE CENTRAL COAST REGION?

For the purposes of the ITS Strategic Plan, the Central Coast Region is defined as encompassing the following geographic area and agency boundaries:

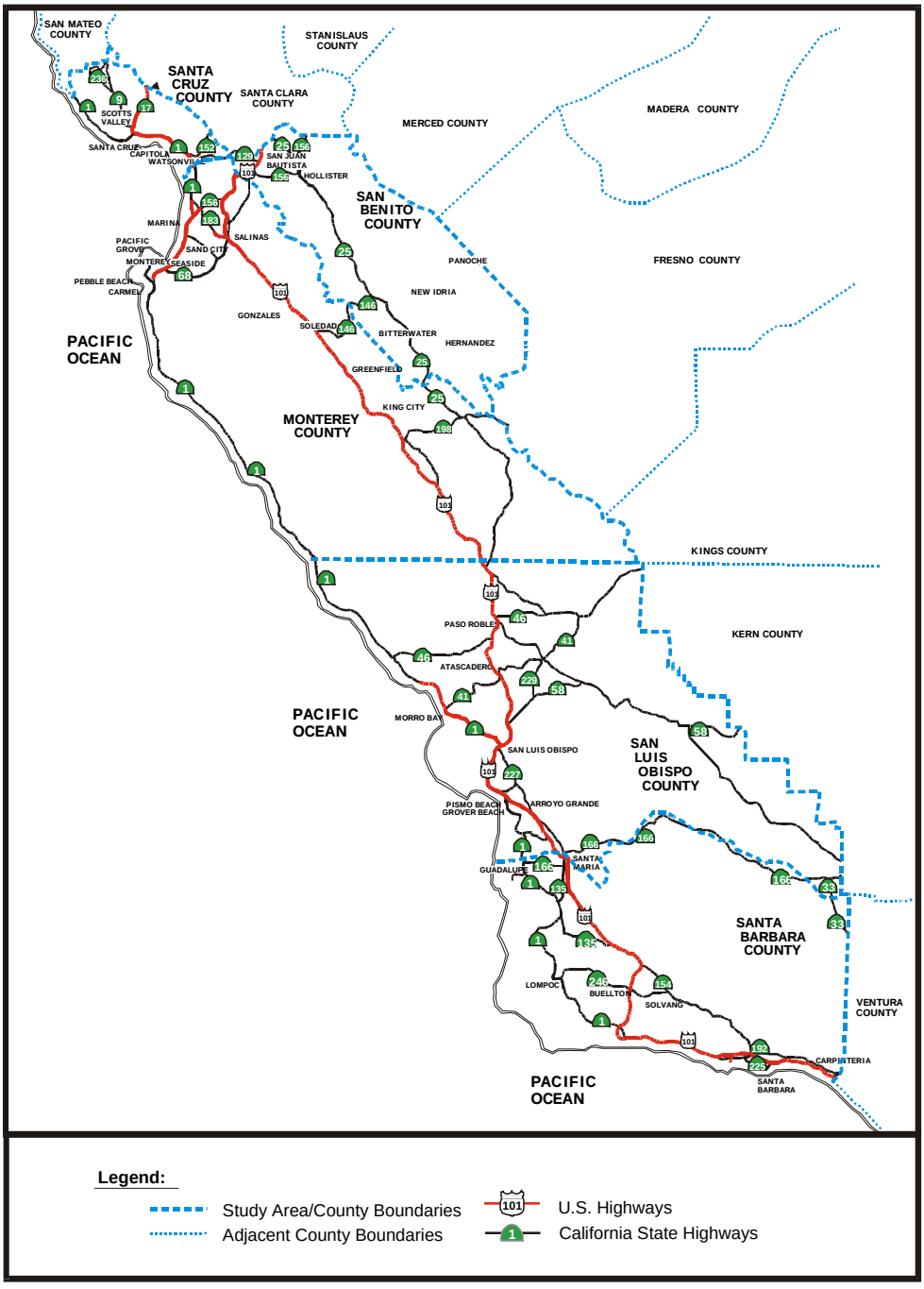
- Santa Cruz County
- San Benito County
- Monterey County
- Caltrans District 5
- San Luis Obispo County
- Santa Barbara County
- CHP Coastal Division

The Central Coast Region is illustrated in Exhibit 1.3. These five counties have been combined as part of this Plan because they share many attributes and characteristics. Each of the counties is largely rural in nature, and relies heavily upon agriculture and tourism in their economies.

The Central Coast is one of the most pristine areas in California, known for beautiful beaches and coastal resources, other significant recreational resources, and historical importance. The Central Coast counties are also known for several major attractions such as the Santa Cruz Beach Boardwalk, Hearst Castle, the Monterey Bay Aquarium, Pismo Beach, Santa Barbara beaches, and the historic missions. Indeed, the coastline itself, particularly in the Big Sur area, may be the region's premier "attraction". People from all over the world experience the Big Sur coast by traveling SR 1 (Pacific Coast Highway) between the Carmel River and San Luis Obispo County. This section of roadway has been designated an All American Road under the Federal Scenic Byways Program. Special events, including a variety of fairs, festivals, golf tournaments, and automobile races, are also a common thread among the five counties.

The counties also share many transportation-related characteristics. SR 1 and US 101 traverse the region from north to south, serving as critical elements of the region's transportation system. The Central Coast Region as defined for this plan is also consistent with the boundaries for the California Department of Transportation (Caltrans) District 5, and is slightly smaller than the boundaries of the California Highway Patrol's (CHP's) Coastal Division. Although separated geographically, many of the region's cities are facing similar problems related to growth, increasing arterial congestion, and dealing with special events. There are also similarities between the various transit service providers in the region. Thus, this ITS Strategic Plan provides an opportunity for the sharing of information and ideas and for a coordinated and consistent response to the similar types of problems faced by jurisdictions and agencies throughout the Central Coast Region.

Exhibit 1.3 – Central Coast Region



1.5 What Is the Central Coast ITS Strategic Plan?

The Central Coast ITS Strategic Plan is a joint effort by transportation agencies in the region to develop an approach for making the most of ITS opportunities in each of the counties and throughout the region. The Strategic Plan considers both the near- and long-term time frames and coordinates with a variety of other planning activities, both locally and regionally. It is important for the Strategic Plan to tie together a variety of possible actions that would move the Central Coast forward in the application of advanced transportation technologies.

The Strategic Plan is a road map on how to implement a system of technology-based strategies over a period of time.

It is expected that ITS technologies will be increasingly incorporated into the transportation infrastructure over a period of time. Therefore, the Strategic Plan's importance grows as it become the framework to assure that all the pieces will ultimately fit together, not only with each other, but with other types of transportation improvements. The Strategic Plan is a road map on how to implement a system of technology-based strategies over a period of time. It is important to recognize that the ITS Strategic Plan includes both highway-oriented strategies plus ways to reduce the demand for travel, through enhancements to transit, ridesharing programs, and telecommuting opportunities.

1.6 How Was the Strategic Plan Developed?

Oversight for the Central Coast ITS Strategic Plan was provided by the ITS Steering Committee:

- Association of Monterey Bay Area Governments (AMBAG)
- Santa Cruz County Regional Transportation Commission (SCCRTC)
- Council of San Benito County Governments (SBCOG)
- Transportation Agency for Monterey County (TAMC)
- San Luis Obispo Council of Governments (SLOCOG)
- Santa Barbara County Association of Governments (SBCAG)
- Santa Barbara Metropolitan Transit District (SBMTD)
- Federal Highway Administration (FHWA)
- Federal Transit Administration (FTA)
- Caltrans New Technology and Research Program (NTRP)
- Caltrans District 5
- California Highway Patrol (CHP)

The Central Coast ITS Strategic Planning project was a joint effort that included active participation from all of these transportation agencies with AMBAG serving as project administrator. It should be recognized that many other agencies are responsible for or have an interest in the region's transportation system.

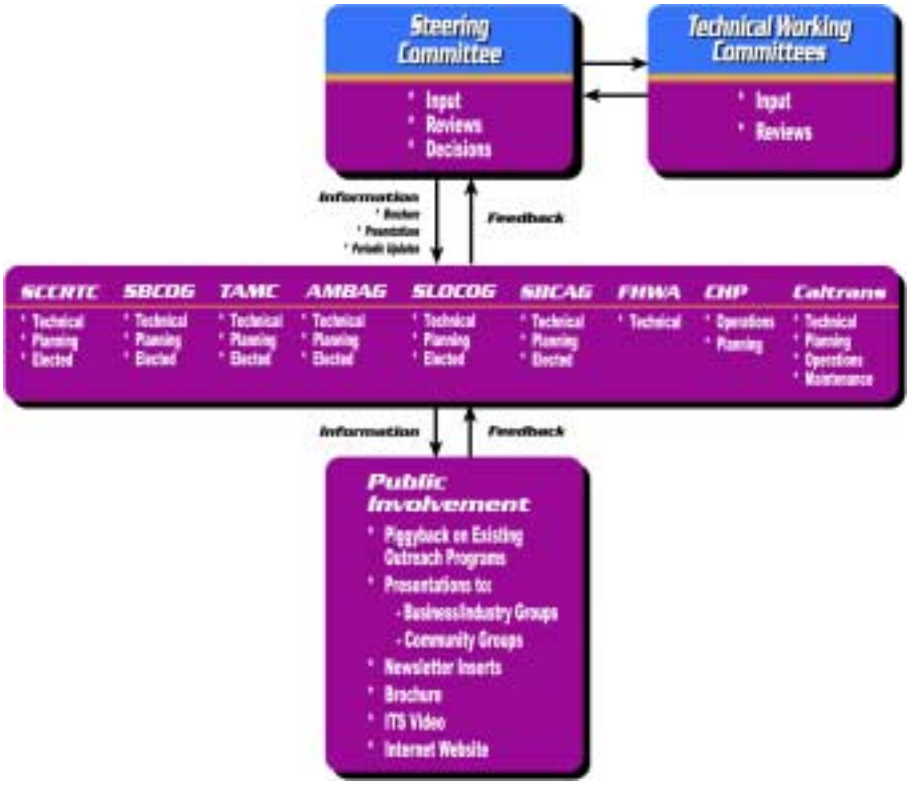
In order to develop the Central Coast ITS Strategic Plan, an extensive outreach program was conducted as an integral part of the Strategic Plan process. This outreach program consisted of six (6) distinct approaches as discussed in the following paragraphs and depicted in Exhibit 1.4:

- ITS Steering Committee Meetings
- Agency Reports
- Agency Interview Process
- Awareness Seminars
- Transportation Technical Advisory Committee (TTAC)/Board Presentations
- Marketing Activities

Steering Committee Meetings. In the Central Coast, monthly ITS Steering Committee meetings were held in San Luis Obispo, a central location for most agencies. These meetings provided an excellent opportunity to discuss/review agency activities, project progress/status, action items, and project deliverables. In addition, these meetings were often used as ad-hoc workshops to brainstorm ideas and develop the project's direction.

Agency Reports. Each Steering Committee member agency was charged with the responsibility of being the ITS liaison to their jurisdiction. In this manner, they made ITS an agenda item at County TTAC and Board meetings in order to keep interested stakeholders apprised of continuing project developments. Various marketing materials (e.g. brochures, newsletter, fact sheets, etc.) were distributed in support of these agency reports.

Exhibit 1.4 – Central Coast Outreach Approach



Agency Interview Process. For this project, a series of interviews were held with various Federal, State, City and County government agency representatives, transit operators, chambers of commerce, visitor and convention bureaus, economic development corporations/councils, trucking associations, the agricultural industry, emergency service providers, and building industry associations. These interviews/meetings were conducted in order to prepare the Central Coast's existing transportation system inventory, identify needs and opportunities, and solicit relevant ITS project ideas. The main thrust of this effort was conducted at the beginning of the project with a focused follow-up session toward the project's end.

Awareness Seminars. At the beginning of the project, several ITS Awareness Seminars were conducted throughout the study area. The target audience consisted of various agency stakeholders (as listed in the Agency Interview Process above) and interested private sector and community representatives. The sessions consisted of explaining what ITS really is, how ITS can help benefit the Central Coast Region, and what type of ITS Projects can address the identified needs. In addition, a step-by-step Architecture Slideshow was presented to explain the process of developing components of the Regional ITS Architecture. This was done in order to

provide insight into the Architecture's value and continuing role in the Strategic Planning and project programming/funding processes.

TTAC/Board Presentations. At the conclusion of the project, presentations were made to all of the County TTACs and Boards in order to gain their support of the Strategic Plan. In this manner, each TTAC and Board had the opportunity to review all project deliverables and provide comments for incorporation into the delivered Strategic Plan. These presentations were extremely useful in that they made agency representatives more informed consumers of ITS and identified the ITS strategic direction and projects that the Central Coast Region was pursuing as well as that of the individual County.

Marketing Activities. In order to further promote and gain support for the Central Coast ITS Strategic Plan, several marketing activities were undertaken. First, a project newsletter was developed at project onset to make stakeholders aware of the project and its intended direction. At the project's end, a detailed brochure and videotape were created in order to present the project's findings, make stakeholders aware of the Central Coast's ITS strategic direction, and offer simple methods to convey the benefits of ITS to a wider audience.

1.7 THE ITS VISION AND HOW IT RELATES TO OTHER PLANS

A vision simply states how we see the future from our current position. Planning visions are almost never 100 percent accurate, but they can provide overall direction to the planning process for ITS both within the region and within the individual counties and cities that make up the region. Without a vision for the future, agencies might continue indefinitely with the status quo or with slower-than-necessary progress in implementing advanced transportation technologies.

A vision statement is one part of the overall vision. It expresses overarching themes that the Strategic Plan should consider as it is implemented. The vision statement is supported by the strategic direction and implementation priorities that provide more specific direction (please refer to Section 3). Collectively, these guide both the planning and management of ITS applications. The following represents the ITS vision statement for the Central Coast Region:

> **"ITS will be integrated into the transportation system on a strategic basis to address congestion and safety problems, to enhance emergency preparedness, to provide trip planning and en-route information to all travelers, to improve the efficiency and effectiveness of operational and maintenance functions of all transportation modes and to support**

transportation planning and system management functions."

The vision statement contains two words that are particularly key to the overall strategy: integrated and strategic. By integrated we mean that ITS will not be something that is thought of independently of everything else we do. Rather, potential ITS applications will be considered as part of a comprehensive set of initiatives that may involve traditional improvements as well as technological ones. ITS cannot be expected to solve all the problems or to eliminate the need for capacity enhancements, transit capital investments, or safety improvements. By strategic we mean that ITS technologies should be applied where they make sense. The Central Coast does not consist of a single large metropolitan area; therefore ITS initiatives here will need to be targeted to the varying urban and rural settings. They need to be applied to specific problems or respond to opportunities that are appropriate for the Central Coast.

ITS applications will be considered as part of a comprehensive set of initiatives that may involve traditional improvements as well as technological ones.

This vision for ITS must not stand alone in the Strategic Plan. It needs to be reflected in a variety of plans and programs that are developed and updated on a regular basis; that is, it needs to be mainstreamed into the Central Coast's traditional transportation planning process. It should also be noted that the Central Coast ITS Strategic Plan was influenced by many of these other planning activities. Other planning and programming activities that are relevant to the implementation of this plan include the California Transportation Plan, Regional/Metropolitan Transportation Plans (RTPs/MTPs), Regional and Federal Transportation Improvement Programs (RTIPs, FTIPs, or TIPs), local agency Capital Improvement Programs (CIPs), Short-Range Transit Plans (SRTPs), Long-Range Transit Plans (LRTPs), Congestion Management Programs (CMPs), local agency General Plan Circulation Elements, and plans and programs prepared by Caltrans District 5, the CHP, and Emergency Service Providers. Each of these activities, plans, and programs should reflect recommendations, implementation strategies, and ITS-related projects contained in this Strategic Plan to ensure appropriate implementation over time.

The RTPs/MTPs adopted by the regional planning agencies in each County include a variety of transportation goals, objectives, and policies that are relevant to ITS and this Strategic Plan. It is important to recognize these goals, objectives, and policies in order to ensure that ITS applications are consistent with plans and policies adopted and implemented by each County. A discussion of RTP/MTP goals, objectives, and policies are presented in "Working Paper #1:

Transportation System Inventory, Issues, and Opportunities" as found in Volume III – Project Documentation.

1.8 COORDINATION WITH OTHER REGIONAL AND NATIONAL ITS ACTIVITIES

It is important to recognize that the Central Coast ITS Strategic Plan is not an isolated effort. There are numerous activities being conducted at the Federal, State, and Regional levels that may affect the Central Coast Region. These other activities may help influence or guide the Central Coast Strategic Plan, or they may provide the opportunity or need for integration and coordination.

1.8.1 Federal Activities

ITS was an important component of the national Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA). Under ISTEA, funding was set aside for the planning and testing of ITS. Although the ISTEA-legislated ITS program has ended, TEA-21 (Transportation Equity Act for the 21st Century) is continuing an emphasis on the operation and management of the transportation infrastructure through ITS and other strategies. The Federal emphasis on ITS is reflected in the following three ways:

Regulatory Mandates. Section 5206(e) of TEA-21 requires that ITS projects carried out using funds made available by the Highway Trust Fund conform to the National ITS Architecture, applicable provisional standards, and protocols. This is now more commonly known as "conformance" with the National Architecture. The U.S. Department of Transportation (DOT) has issued a Notice of Proposed Rulemaking on the subject of conformance with the National ITS Architecture, providing guidance to ensure that ITS Projects meet the legislative intent. This guidance is available through the U.S. DOT's ITS Joint Program Office (JPO) website at http://www.its.dot.gov. The web site also contains a checklist of items to consider when developing projects to be in conformance with the National ITS Architecture. The objective of conformance is to promote sound systems planning and design practices for ITS Projects, including consideration of applicable regional ITS architectures, the National ITS Architecture, and standards/protocols. Section 4 of this Strategic Plan provides information on how to maintain conformance with the National ITS Architecture.

Funding. TEA-21 also reauthorized the Federal ITS program (the ITS provisions appear in subtitle B in Title V). The bill provides overall funding for the ITS program of $1.28 billion from 1998 to 2003. As proposed by FHWA and ITS America, TEA-21 allocates spending across two broad categories: (1) ITS standards, research, and operational tests funded at $95 million to $110 million annually; and (2) ITS deployment funded at $101 million to $122 million per year. Over the six years of TEA-21, there are also some 40 special ITS-related earmarks totaling between $210 million and $275 million. In addition to the earmarks described in TEA-21, ITS discretionary funding is heavily earmarked in the annual budget appropriations process. However, TEA-21 also provided more flexibility in the use of other Federal funds for ITS, in some cases including the use of funds for operations and maintenance.

Planning and Support. The U.S. DOT supports State and Local governments with training, research, and technical assistance. There are many avenues for obtaining this assistance. Information can be obtained through FHWA's ITS staff in California at (916) 498-5005 or through the web site referenced above. In addition, the U.S. DOT's ITS JPO is the principal agency responsible for guiding the U.S. ITS program.

It will be important for agencies in the Central Coast Region to coordinate implementation of the Strategic Plan with FHWA and state agencies in their efforts to enhance ITS in the region in a manner consistent with Federal, State, and Regional mandates and requirements. To ensure proper implementation, FHWA will provide continued assistance and guidance to regional planning agencies in the Central Coast.

1.8.2 Statewide Activities

Caltrans has taken a very active role in the planning and deployment of ITS. Recognizing the importance of ITS, Caltrans established the New Technology Program, which is part of the New Technology and Research Program (NTRP). The purpose of the NTRP is to provide leadership in the research, development, demonstration, and deployment of new/innovative advanced transportation systems. Through the NTRP and its district offices, Caltrans has led or participated in numerous National, Statewide, and Regional ITS activities. Information on the program can be obtained through the Caltrans web site at http://www.dot.ca.gov. In cooperation with its partners, Caltrans NTRP has developed a comprehensive strategy to facilitate transportation innovations.

Caltrans and its technology partners have also developed the California Advanced Transportation Systems (ATS) Program Plan. This plan proposes technological advancements to provide a

broad selection of ITS applications through the private marketplace, as well as a link to improved management of public facilities and services. The ATS is based upon policies contained in the California Transportation Plan (CTP), a long-range statewide policy plan for the future of transportation in California. In order to promote these policies, the ATS Program includes a framework into which current and future ITS programs eligible for State funding participation must fit.

Caltrans and the California Highway Patrol (CHP) recently prepared the "Transportation Management Center (TMC) Master Plan". TMCs are viewed to be at the heart of the plan for transportation management within the state. TMCs could vary in function depending on the nature of the area being served. The plan identifies the framework for implementing TMCs statewide. According to this plan, the Central Coast is currently identified to be served by a "satellite" TMC. However, this is a preliminary determination, which requires input from the Central Coast ITS Strategic Plan, Caltrans Districts 4, 5, and 7, CHP, and other ongoing planning efforts. In addition, certain portions of the Central Coast Region that are tied to commuting patterns in the San Francisco Bay area, may be logically tied to a TMC in that area. The need for a TMC in the Central Coast, the capabilities of such a TMC, and its relationship to other TMCs, have been topics for discussion during development of the Central Coast ITS Strategic Plan.

Caltrans District 5 has recently prepared an ITS Project 10-Year Plan (please refer to Appendix G), which includes development of a TMC to serve as a control center for the Central Coast. In the coming year, District 5 and CHP staff will be working closely with Caltrans Headquarters and NTRP, CHP Special Projects Division, and other relevant jurisdictions to initiate development of the Central Coast TMC.

Another statewide entity promoting ITS is the California Alliance for Advanced Transportation Systems (CAATS). CAATS is a public-private partnership whose primary objectives include:

- Providing leadership in the development of statewide consensus on ITS
- Providing information, advice, assistance, and liaison activities (as appropriate), to elected and appointed officials, professional organizations, private industry, academia and others about advanced transportation technologies

CAATS is developing a statewide ITS implementation program, which is creating a statewide ITS architecture and design. More information on CAATS and its activities can be obtained from its website at http://www.caats.org.

1.8.3 Activities In Other Regions

A number of ITS Projects and Plans have been implemented or are in progress throughout the state of California, as illustrated in Exhibit 1.5. These efforts may be important to the Central Coast ITS Strategic Plan for the following reasons:

- They may provide valuable insights and lessons learned
- They may provide opportunities or the need for integrating and coordinating ITS activities

While some Regional ITS Plans have already been implemented, others are in various stages of development. Descriptions of the activities most relevant to the Central Coast effort are provided in Working Paper #1, Volume III.

Exhibit 1.5 – ITS Strategic Planning Projects in California